

College Credit

Names and Descriptions of Topics Taught in Sales School

SUBJECT: History and Philosophy of the Company

Description: A discussion of the 150+ history of The Southwestern Company and the company's commitment to provide high quality books to the consumer, build character in young people and teach success-oriented principles.

SUBJECT: What Is A Salesman? What Is Salesmanship?

Description: Salesmanship is the art of communication. True salesmanship is performing a service to other people.

SUBJECT: Why Learn A Prepared Sales Talk?

Description: A discussion of the planned presentation and why it is the most effective presentation: knowing what you will say gives you confidence, allows you to always present the most important features of the product and saves time for you and your customer.

SUBJECT: What and How to Study during Sales School

Description: A discussion of proper methods of study for the most efficient use of time and maximum benefits of Sales School classes. Good preparation is the key to good results.

SUBJECT: How To Take Notes

Description: A brief topic designed to familiarize dealers with good note taking techniques and acquaint them with pages provided in their record book for taking notes of Sales School teaching for future reference.

SUBJECT: The Importance of Schedule And Goals

Description: The relationship between schedule and goal-oriented behavior and success in any undertaking is discussed, along with examples of schedules that have proven successful for other dealers.

SUBJECT: How To Record Calls, Demonstrations And Sales

Description: Students are taught the importance of recording calls, demonstrations and sales so they can see the correlation between the three and evaluate and improve their performance.

SUBJECT: Business Management

Description: A discussion of the basics of record-keeping, administration and management of individual accounts. This topic includes teaching one how to fill out customer orders and how to handle the Notice of Cancellation on the back of the order. Also ordering, shipping and receiving books and cash management are covered.

SUBJECT: Positive Mental Attitude

Description: Dealers are taught the importance of a positive mental attitude to their success. They learn how to face and overcome discouragement and the fears of rejection and failure associated with sales. Much attention is given to success resulting from a service-oriented presentation given with enthusiasm.

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SUBJECT: Pre-Approach

Description: A discussion of the process of getting advance information about potential customers so the dealer can determine if they have a need for the product and which products are appropriate to the potential customer's situation.

SUBJECT: The Approach

Description: A discussion of the approaching principles such as: relaxing, introducing self and product, that rejection is not personal, creating a good first impression. Steps to successful approaching are taught and examples are presented.

SUBJECT: The Introduction

Description: Teaches the importance of rapport, how to establish it with a customer and how to create the right environment for presentation of the product.

SUBJECT: The Demonstration

Description: Elements of a good demonstration are covered. Buying signs, importance of questions, customer involvement and proper demonstration of the product are among the topics covered.

SUBJECT: The Close

Description: Subject examines the what, when, why and how of bringing the customer to a point of deciding to buy or not to buy. It shows that the close should follow a logical progression of ideas that will present the customer with enough information to make a decision about the product's merit for the family.

SUBJECT: Answering Objections

Description: This topic presents the different types of objections that may arise, possible answers to them and how to show different aspects of the product when objections are due to a lack of understanding or information about the product.

SUBJECT: Collecting Deposits

Description: Teaches the importance and proper methods of collecting down payments with each order. Examples are given of different situations that might arise and proper steps to follow for good deposits and solidification of sales.

SUBJECT: Suggestions On Working the Sales Locality

Description: Suggestions are given as to successful ways to divide and work a sales locality depending upon individual modes of transportation and whether the locality is urban or rural.

SUBJECT: Callback List, "Suicide List", and Selling Techniques

Description: A discussion of the best prospective customers (callback list) a dealer may have missed between 8:00 a.m. and 5:00 p.m. who should be called on in the early evening hours. Example: Families who were not home earlier because both parents work. "Suicide" calls are those in which a dealer comes back to talk again with a customer who did not decide to buy earlier in the day. Even if the dealer finds a few of these people have decided to buy, he/she will lose money ultimately because of the time involved in backtracking and the possible danger of getting off schedule.

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SUBJECT: Foretaste Of Next Week's Emotions

Description: A candid look at the discouragements, frustrations, and obstacles an individual might expect to face during the first week of selling and how to prepare for these situations and handle them emotionally.

SUBJECT: Dogology

Description: A humorous skit on the salesperson and the dogs encountered while selling and how not to get bitten!

SUBJECT: Inspirational Topics

Description: Throughout the presentations of all other Sales School topics, inspirational messages are presented. The following are examples:

1. How to have fun with people and not be offensive.
2. "Success by the inch is a cinch; by the yard, it's hard."
3. "Never worry about anything you can't control. If you can do something about it, decide what and begin doing it."
4. "Act enthusiastic and you'll become that way."
5. How to view problems as challenges.
6. How to understand the law of averages.
7. How to keep the right attitude and be truly interested in serving people. Look for the best in people and in every situation.
8. How to keep from being uptight.
9. Learn to be your own ingrown coach.
10. Understand the difference between refusal and rejection.
11. "One becomes what one thinks about."
12. How to face the reality of being alone.